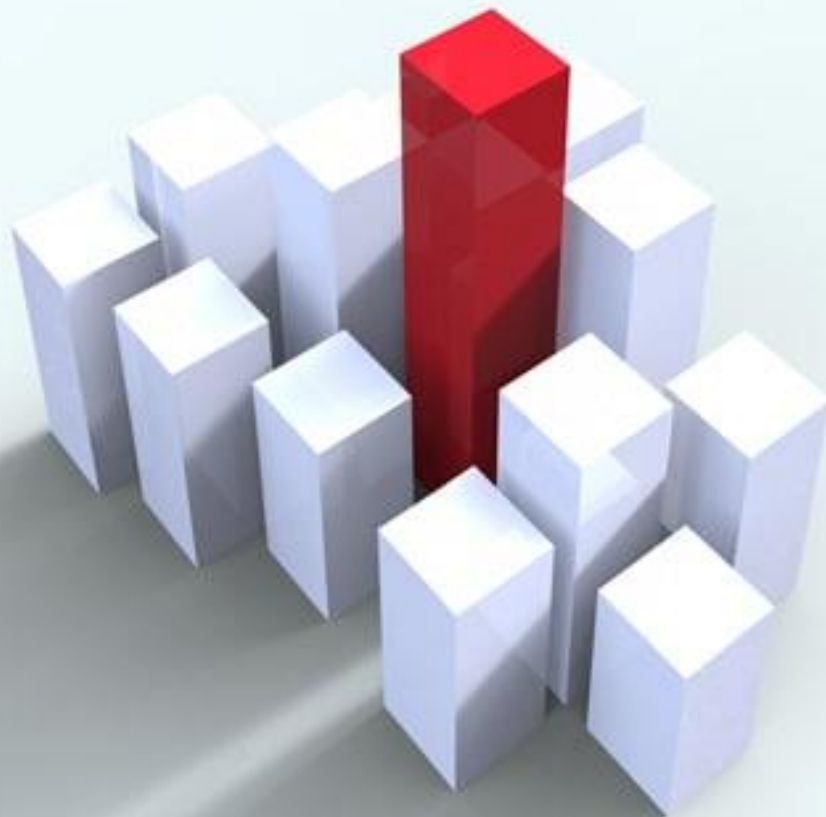


# Commercial Contractor Growth Program

Sales and Marketing Programs Operating Letter  
United States and Canada



Effective January 1, 2024 to December 31, 2024  
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[www.york.com/dealers](http://www.york.com/dealers)





# Commercial Growth Program

An all-new program for 2024, The YORK Commercial Growth Program is a year-long program designed for mechanical contractors whose business is largely in the commercial segment. A commercial contractor would not typically participate in the Contractor Success Programs, which is designed for residential-focused contractors. This new program will benefit commercial contractors on a continuous growth path of their business.

## Contractor Incentives

Rebates are available on purchases from dollar one at 3% across all eligible product categories to be shared by YORK and the distributor at a rate of 2.50% YORK / 0.50% distributor, and \$150 for every Verasys Smart Building Hub (SBH) as outlined in the incentive table below.

Duration of program: Rolling 12-months with ability to renew

Requirements to earn financial incentive:

- Year 1: minimum total eligible purchases of at least \$50,000
- Year 2 onwards: Total eligible purchases of \$50,000 or more and a minimum 10% growth compared to prior year, regardless of whether a rebate was earned in prior year

Product Category	Factory Share	Distributor Share	Total
Commercial Splits (7.5-50 Tons)	2.5%	0.5%	3.0%
Core (3-12.5 Tons)			
Pro (3-12.5 Tons)			
Small Sunline (3-6 Tons)			
Choice (15-27.5 Tons)			
Select (27.5-50 Tons)			
Premier (25-80 tons)			
Three-Phase Residential Packaged Equipment			
Verasys	\$150/SBH*		\$150/SBH*

\*Smart Building Hub

- Incentives may be paid in one of three ways for the entirety of a 12-month period:
  1. JCI can issue a check directly to the contractor company and mail it to the mailing address on file.
  2. JCI can issue a check directly to the contractor company and mail it to distributor to deliver to the contractor.

3. Distributor can issue check or credit to the contractor company and submit a claim for audit and reimbursement by JCI.
  - Choose the co-op option during registration for this method.
  - Evidence of payout is required prior to reimbursement.
- The rebate is paid annually.
- Incentives are paid within 45 days of distributor's reporting of eligible sales, in accordance with the elected payout cadence.

## **Program Terms and Conditions**

### Contractor Eligibility

- To participate in the Commercial Contractor Growth Program, contractors are prohibited from enrolling in a Liberties Plus or Certified Comfort Expert level of Contractor Success Programs
- Contractors are not eligible for concurrent enrollment in this program and the YORK Kickstart Program or Contractor Engagement Program
  - a. If a contractor chooses to grow the residential side of their business and wishes to take advantage of a residential growth program offered by YORK, they may allow for this program to lapse and enroll in the residential growth program at the time of renewal.
- To be eligible for participation after year one, contractors must achieve incremental growth of 10% over prior year, regardless of whether a rebate was awarded.
  - a. Rebate back to dollar one once the growth requirement has been met.

### Eligible Equipment

- Qualifying equipment consists of all YORK branded product categories featured in the table on page 2.
- Manufactured housing, single-phase residential packaged units, commercial accessories, new construction, and multi-family are excluded from this promotional program.

### Other Terms and Conditions

- All qualifications in this program are subject to audit. Failure to comply with all program terms and conditions will result in an irreversible expulsion from the program. No exceptions will be made.